WHOLE EARTH REVIEW
27 GATE FIVE ROAD SAUSALITO, CA 94965 (415) 332-1716

February 13, 1991

Michael Morse
P.O. Box 296
Garrett Park, MD 20896

Dear Michael Morse:

Thank you for your letter regarding our recent renewal price testing.

Recently we decided to raise the renewal price of *Whole Earth Review*. In 1991, we will see a 25% increase in postage--a major expense for any publication. Other operating costs are rising as well. We've not had a price increase in three years. Furthermore, we feel we've been undercharging for a magazine that gives its readers 144 pages of exceptional editorial matter with no display advertising. In short, a price increase was well in order.

In order to determine what price to raise our renewal rate to, we conducted a price test. We split a group of expires into three pools with three different prices. Yes, a computer glitch caused your friend to get three notices instead of one. You are also correct in noting that we are seeking to determine the most profitable price for our magazine.

In a fantasy world, we wouldn't have to charge anything for *Whole Earth Review*. Since we are intent on surviving in the real world, we may be forced to take steps that don't come from a perfectly idealistic point of view. Unless, of course, you can help us out with a large donation, we are forced to play by the rules of the game to survive, much as we don't always want to. We are, however, very interested in keeping *Whole Earth Review* afloat.

In terms of subscribers using the insert cards to renew at the old rate of $20, you will see in the next issue that these cards are now accepted for new subscribers only.

Once again, thank you for your letter. If you have any further questions or comments, be sure to contact us.

Sincerely,

printed on recycled paper